

**France-Strasbourg: Advertising services**  
**OJ S 174/2022 09/09/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: ville de strasbourg  
National registration number: 21670482500019  
Postal address: 1 parc de l'étoile  
Town: Strasbourg  
NUTS code: FRF11 Bas-Rhin  
Postal code: 67076  
Country: France  
E-mail: [marchespublics@strasbourg.eu](mailto:marchespublics@strasbourg.eu)  
**Internet address(es):**  
Main address: <https://www.strasbourg.eu/>  
Address of the buyer profile: <https://alsacemarchespublics.eu>

**I.1. Name and addresses**

Official name: ville de Strasbourg  
Postal address: ville de Strasbourg, 1 Parc de l'etoile, null  
Town: Strasbourg Cedex  
NUTS code: FRF11 Bas-Rhin  
Postal code: 67076  
Country: France  
E-mail: [marchespublics@strasbourg.eu](mailto:marchespublics@strasbourg.eu)  
Telephone: +33 368985119  
**Internet address(es):**  
Main address: <https://www.strasbourg.eu/>  
Address of the buyer profile: <https://alsacemarchespublics.eu>

**I.1. Name and addresses**

Official name: eurométropole de Strasbourg  
Postal address: eurométropole de Strasbourg, 1 Parc de l'etoile, null  
Town: Strasbourg Cedex  
NUTS code: FRF11 Bas-Rhin  
Postal code: 67076  
Country: France  
E-mail: [marchespublics@strasbourg.eu](mailto:marchespublics@strasbourg.eu)  
Telephone: +33 368985000  
**Internet address(es):**  
Main address: <https://www.strasbourg.eu/>  
Address of the buyer profile: <https://alsacemarchespublics.eu>

**I.1.**

## **Name and addresses**

Official name: fondation de l'oeuvre Notre-Dame

Postal address: oeuvre Notre Dame, 3 Place du Chateau, null

Town: Strasbourg

NUTS code: FRF11 Bas-Rhin

Postal code: 67000

Country: France

E-mail: [marchespublics@strasbourg.eu](mailto:marchespublics@strasbourg.eu)

### **Internet address(es):**

Main address: <https://www.strasbourg.eu/>

Address of the buyer profile: <https://alsacemarchespublics.eu>

### **I.2. Information about joint procurement**

The contract involves joint procurement

### **I.4. Type of the contracting authority**

Body governed by public law

### **I.5. Main activity**

General public services

## **Section II: Object**

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### **II.1. Scope of the procurement**

#### **II.1.1. Title**

conception et réalisation de campagnes de communication de la direction de la Culture

Reference number: 22vds0018g

#### **II.1.2. Main CPV code**

79341000 Advertising services

#### **II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

consultation lancée par un groupement de commandes.L'accord-cadre sera exécuté par l'émission de bons de commande

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 000 000,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

32584000 Data-bearing media, 79822500 Graphic design services

#### **II.2.3. Place of performance**

NUTS code: FRF11 Bas-Rhin

Main site or place of performance: direction de la Culture Rue du Jeu des Enfants 67000  
Strasbourg

#### **II.2.4. Description of the procurement**

consultation lancée par un groupement de commandes.L'accord-cadre sera exécuté par l'émission de bons de commande

#### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

#### **II.2.11. Information about options**

Options: yes

Description of options:

le contrat prévoit la possibilité de confier ultérieurement au titulaire du marché un ou plusieurs marchés ayant pour objet la réalisation de prestations similaires

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

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### **Section IV: Procedure**

#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 028-071549](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

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### **Section V: Award of contract**

**Contract No:** 20220676\_936\_0046

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

30/06/2022

##### **V.2.2.**

### **Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

#### **V.2.3. Name and address of the contractor**

Official name: citeasen

Postal address: 22 Rue Fischart

Town: Strasbourg

NUTS code: FRF11 Bas-Rhin

Postal code: 67000

Country: France

The contractor is an SME: no

#### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 1 000 000,00 EUR

#### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: tribunal administratif de Strasbourg

Postal address: 31, avenue de la Paix

Town: Strasbourg

Postal code: 67070

Country: France

E-mail: [greffe.ta-strasbourg@juradm.fr](mailto:greffe.ta-strasbourg@juradm.fr)

Telephone: +33 388212323

Fax: +33 388364466

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

référé contractuel prévu aux articles L.551-13 à L.551-23 du Cja, et pouvant être exercé dans les délais prévus à l'article R. 551-7 du Cja. Recours de pleine juridiction ouvert aux tiers justifiant d'un intérêt lésé, et pouvant être exercé dans les deux mois suivant la date à laquelle la conclusion du contrat est rendue publique

#### **VI.5. Date of dispatch of this notice**

06/09/2022